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BCX

The Business Problem

Allan Gray, an existing BCX client, was experiencing integration issues while attempting to implement remote call centre working practices during preparation for the mandated lockdown period.

Their primary challenge involved facilitating SIP in-and outbound calls for their remote call centre agents with their current on-premise Genesys- contact centre platform. The BCX team proposed Contact Centre on Demand as an ideal solution to assist them in quickly and effectively addressing the pressing integration challenges they were experiencing.

In terms of system requirements, Allan Gray was looking for a solution that would allow their extensive client base to be served seamlessly in a 'business-as-usual' way, ensuring ongoing service to clients in terms of query resolution and the provision of investment and share trading support during the lockdown period.

BCX was also presented with the challenge of implementing the solution and having the service fully operational in the two working days prior to the start of the national lockdown period.

The Business Partner

Allan Gray required a trusted partner to assist with a rapidly deployable solution that would provide enhanced flexibility and scalability. After conducting a thorough needs analysis, it was agreed that the BCX Contact Centre on Demand platform comprised the ideal solution. Allan Gray would retain the use of their current Genesys system but would use the BCX platform as an interim measure until their primary service could be configured to work remotely.

The BCX solution would then be used permanently as a redundant call centre solution for instances when the primary Genesys system fails over.

The Solution

Overall, the proposed solution had to provide flexibility, scalability and be rapidly deployed to encompass both inbound and outbound interactions as well as provide recordings of interactions - including real-time and historical reporting capabilities.
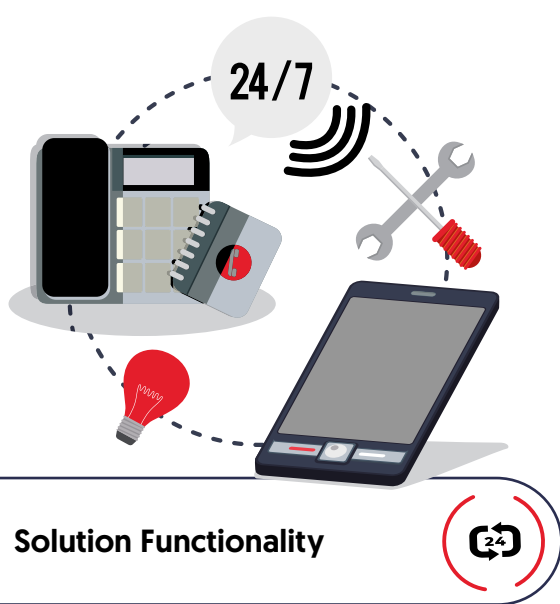
In addition, the BCX Call Centre on Demand was able to offer All Gray with the following capabilities:

- Capacity to service a 100-seater call centre.
- Omni-channel call centre functionality for inbound and outbound calls.
- Supervisor capability.
- Skills-based routing.
- Call wrap-up and disposition codes.
- 0860 numbers routing.
- Agents in groups showing availability and unavailability.
- Agents to operate remotely but service clients effectively as one team.
- Recording for compliance purposes.
- Reporting, real-time and historical.
- Complex call flows from a pre routing and IVR perspective.

Implementation

After receiving the signed proposal document BCX began with the implementation phase the following morning. This was followed by thorough testing in collaboration with Allan Gray. Following successful implementation, the BCX Contact Centre on Demand platform allowed agents and supervisors to access the service remotely using internet connectivity via a web browser and a USB headset.

Solution Functionality

Agents are set-up in multiple skill groups offering various services across these groups. Agents belonging to a particular skill set are managed by supervisors belonging to the relevant skillset or group. Supervisors, like agents, make use of similar applications to consume the service.

The browser-presented application provides both agents and supervisors with a holistic view, where interactions are treated, completed and reported on. Once the agent has logged on and placed themselves in a "ready" state, they are presented with interactions by the solution.

Once the interaction is completed, it is reported on in the Managing Information System (MIS) module of the platform, where supervisors can ascertain the effectiveness of each agent. In the event of disputes, supervisors can access the recording associated with a particular interaction and manage the process with the client. Based on the collaborative session held with Allan Gray, the solution was deployed in an unprecedented space of time.

Implementation Challenges
A potential challenge facing the project team was how the agents and supervisors would be able to consume the service remotely. Most solutions in this space require point-to-point or direct connectivity.

Our Contact Centre on Demand solution overcomes this by employing secure Web Real Time Communications (WEBRTC) capabilities, allowing the solution to be consumed in a secure manner using nothing more than a stable internet connection. During the implementation phase, BCX overcame additional challenges, including:

- Implementing remote training using easy to follow and well-documented user guides and collaborative sessions with agents and supervisors.
- One-on-one interactions with Allan Gray team members through video conferencing using technologies such as Skype, Microsoft Teams and WebEx.
- Rapid deployment of the Contact Centre on Demand platform as it uses a HTML5 enabled browser, eliminating the need for specialised software.

Impact and Future
The deployment of the Call Centre on Demand platform has effectively ensured that the client has managed to service clients in a 'business as usual way' despite it being 'business unusual'.

Feedback after implementation is that the operational and agent users are happy with the new remote capabilities enabled by the Contact Centre on Demand platform. Allan Gray is also extremely pleased with the enhanced functionality and the ease with which users have adapted to the new system.

Although the solution was initially positioned as a temporary substitute to an immediate challenge, BCX has successfully cemented itself as a business continuity partner and is continuing its collaboration with Allan Gray.

For more information on how BCX's Contact Centre on Demand platform can benefit your business, contact your Account Manager or visit **www.bcx.co.za.**

Our most important customer is yours.